

Say hello to iPod.





1,000 songs in your Mac.

Apple's award-winning iTunes software makes it easy to put your entire music collection right on your Mac. You can rip MP3s, create playlists and burn custom CDs¹ all from one refreshingly simple interface. And now iTunes 2 offers even more features—like MP3 CD burning, crossfading and an equalizer. iTunes makes it simple and fun to build your very own digital music library on your Mac. Now, imagine having all of that incredible music with you wherever you go—even when you're away from your Mac.

When you first plug iPod into your Mac, all of your iTunes songs and playlists are automatically downloaded into iPod at blazing FireWire speed. Then, when you add new music or rearrange playlists in iTunes, simply plug iPod back in and it's automatically updated in seconds. It simply doesn't get any easier or faster than this.



Access to 1,000 songs is under your thumb. Find your music by playlist, artist or song in seconds with iPod's unique and incredibly easy-to-use scroll wheel.

1,000 songs in your pocket.

Presenting iPod. The first MP3 player to pack a mind-blowing 1,000 songs² and a 10-hour battery³ into a stunning 6.5-ounce package you can literally take everywhere. But iPod isn't just a revolution in portability, it's also a revolution in simplicity. Just plug it into your Mac⁴ and all of your iTunes songs and playlists are automatically downloaded into iPod at blazing FireWire speed. With iPod, it's that easy to take your entire music collection with you wherever you go, in the pocket of your choice.



With iPod's blazingly fast FireWire you can download an entire CD in less than 10 seconds. Or 1,000 songs in under 10 minutes. Plus, iPod automatically charges whenever you're connected.



iPod's rechargeable lithium polymer battery gives you 10 hours of continuous playback, so your music keeps going and going and going.



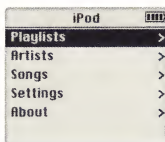
iPod's ultra-slim 5-gigabyte⁵ hard drive doubles as a FireWire drive, so you can store your documents, files and applications alongside your music.



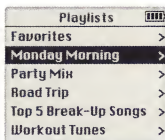
iPod features up to 20 minutes of skip protection, so you won't miss a beat, and "earbud" headphones that deliver remarkable sound quality, so you won't miss a note.



Think different.



iPod's main menu lets you access your music the way you want to—by playlist, artist or song.



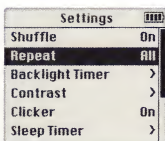
Your iTunes playlists are automatically downloaded into iPod, so select your favorite mix with just a click.



Or choose the artists you're in the mood for, then select their best album or songs.



Or zip through an alphabetical list of titles to find the song you're looking for in no time.



Then set iPod to play your favorite songs again and again, or shuffle through your entire library.



Finally, adjust the volume and fully enjoy iPod's breathtakingly pure and dynamic digital sound.

Don't steal music.

¹Requires CD-RW drive. ²Capacity based on 4 min. per song/160Kbps. ³Battery life varies by use. ⁴Requires Mac with FireWire and Mac OS 9.2 (or later) or Mac OS X v10.1 (or later). ⁵1GB=1 billion bytes, actual formatted capacity less. © 2001 Apple Computer, Inc. All rights reserved. Apple, the Apple logo, FireWire, Mac and "Think different" are trademarks of Apple Computer, Inc., registered in the U.S. and other countries. iPod and iTunes are trademarks of Apple Computer, Inc. Music shown is not included.

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